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Bidding \$17,655 On eBay, Brammo Wins An Ad Campaign

Nearly every issue of [VentureWire](#) mentions a start-up raising venture capital and using a portion of that funding for sales and marketing. Getting the word out about a new product is an important part of a young company's success.

But it ain't cheap. And in times when it's increasingly important for a start-up to run lean, marketing budgets are likely to take a hit.



Brammo

Brammo Inc. is one of those companies that needs to generate some buzz. In July, Ashland, Ore.-based [Brammo](#) will launch the Enertia, an all-electric, modern take on a cafe racer-style motorcycle. The bike will first go through a trial sales test in West Coast area Best Buy stores, as the company counts the retailer's venture arm Best Buy Capital as a shareholder.

"We've got some ideas about how to go after our marketing and we want to be cost effective and creative," Chief Executive Craig Bramscher said. "Best Buy obviously has a lot of people coming through their doors, but we want them to really understand electric vehicles."

So where can a young company find a great deal on an advertising campaign? Auction site eBay, of course.

Last month, advertising agency [Crispin Porter + Bogusky](#), which has been behind popular campaigns for [Burger King](#), [Microsoft](#) and [Volkswagen](#) in recent years, allowed their 40 summer interns to auction their services on eBay as a way to earn some extra cash beyond minimum wage. By the time the auction ended on Wednesday, the interns received 44 bids, with Brammo the winner for \$17,655.

"I bid once and forgot about it," Bramscher said. "Then I got an email reminder. I had forgotten that the auction was expiring. I placed a bid with about 30 seconds left and we were fortunate to win."

Bramscher said he held his first meeting with Crispin Porter + Bogusky on Monday. He's looking for a disruptive campaign, heavy on social media. Brammo's internal marketing efforts have already been Web 2.0 savvy. The home page features a feed of Brammo blog mentions, Google News mentions and a Twitter stream, while its contact page includes a Google Map and the bios of executive team members are all Diggable.

"As a start-up we're trying to find ways to be creative," Bramscher said. "Getting to mind-share 40 people well connected in social media will be great."

Bramscher thinks a summer working on Brammo ads is also a great opportunity for the interns. "They can say 'What did I do this summer? I built a global brand.' That's pretty cool."

Bramscher said he's confident that Crispin Porter + Bogusky has selected interns that will produce agency quality ideas. And, for that, he said the price was right.

"We did some simple math and we're paying less than a buck an hour," Bramscher said. "It's quite a bit cheaper."

Below is video of Brammo announcing the Enertia electric motorcycle. The clip has already received more than 55,000 views on YouTube.

Write to Ty McMahan at ty.mcmahan@dowjones.com

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The Site Selection Energy Report



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ENERGY MATTERS

WHAT'S THE OPPOSITE OF A HOG?: If you're looking to deploy and accelerate an electric motorcycle, southern Oregon may be your parking spot. It's working for [Brammo](#), located in Ashland since 2002, which this month is rolling out its first electric plug-in motorcycle (pictured), called the Enertia. Brammo is expected to add 60 additional employees by the end of 2009. Currently, Brammo employs about 40 people, but projects that within a few years the company could grow to several hundred. The Enertia, priced to sell at \$11,995, but subject to a 10-percent federal tax credit for plug-ins vehicles, will roll out via a test program with selected Best Buy stores on the West Coast. "Brammo is the type of innovative and sustainable manufacturer that is continually attracted to the region for both the quality of life and business-friendly attitude," said Ron Fox, executive director of [Southern Oregon Regional Economic Development, Inc \(SOREDI\)](#) in early June.



A new [Household Electricity Price Index for Europe report](#) from the VassaETT Global Energy Think Tank in collaboration with the Austrian Energy Regulator (E-Control) offers what it says are "startling differences" in prices paid for electricity and gas, with gas customers in Stockholm paying 322 percent more than gas customers in London, and

Copenhagen power customers paying 270 percent more than Athens customers. However, end user prices for the EU15 member states have fallen steadily since January 2009.

On May 27, the Obama administration announced that \$467 million from the American Reinvestment and Recovery Act would go toward expanding and accelerating the development, deployment, and use of geothermal and solar energy throughout the United States, with \$350 million slated for geothermal. Get the details [here](#).

Which utilities have most integrated solar power into their generation portfolio thus far? Think "West Coast." Also think "25-percent rise in capacity in one year." Find out more [here](#), in a report issued at the end of May by the Solar Electric Power Association.

June 9, 2009

Worldwide Debut of Brammo Enertia Electric Motorcycle

By [Lynne d Johnson](#)



Tonight I took a test drive on the [Brammo Enertia electric motorcycle](#) [1] in Tribeca, but it didn't smell, feel, or sound much like a motorcycle: There were no exhaust fumes, the bike was light (though it weighs 285 pounds), and there was barely any engine noise--only a slight whirrr--even at a top speed of 50 miles per hour. "It's almost silent," says John Farris, Director-Marketing, Brammo.

AT A GLANCE	top speed	50+ mph	Motor Type: High Output Permanent Magnet DC
	recharge time	~3 hrs	Peak Motor Power: 13 kW, 18 hp @ 3600 rpm
	range	35-45 miles	Peak Motor Torque: 38N-m, 28 ft-lb
	CO ² emission impact	92% reduction*	Battery Type: Valence Lithium Iron Phosphate
		<small>* Compared to a standard CAFE car (27.5 MPG) with the average daily commute of 29 miles.</small>	Battery Pack Voltage: 76.8 V (nominal)
	acceleration	0-30 mph 4.28 sec	Battery Pack Capacity: 3.1 kWh
		0-40 mph 5.88 sec	Battery Pack Current: 240 A
	availability	Q3 2008	Peak Continuous Current: 80 A
			Gears: Single Speed Direct Chain Drive
			Gear Ratio: 1:5
			Clutch: None
			Chassis: Carbon Fiber Monocoque
		Front Suspension: Telescopic Fork, 45mm stanchions, 5.0" travel	
		Rear Suspension: Single Fox "Float" Air Shock, 5.0" travel	
		Length: 80.0"	
		Width: 12.5" (body), 19.5" (peg to peg)	
		Wheelbase: 55.0"	
		Seat Height: 33.0"	
		Weight: 280 lbs	
		NHTSA/DOT Approval: Q1 2008	

Built in Ashland, Oregon, the Enertia will be available in Best Buy's Portland store starting July 5, and later rolling out in 1,200 other U.S. Best Buy locations, as well as 1,800 Best Buy locations in Europe via The Carphone Warehouse Group. "We do R&D, manufacturing, and design all in Ashland and can get up to 1,000s of production vehicles at a time depending on the demand at Best Buy," says Farris. Best Buy Capital was an early investor in the Enertia.



With the Enertia, Brammo is aiming at the urban consumer, as it combines reduced operating costs, environmental consciousness and the fun of a motorcycle. The plug-in Enertia has no clutch, no gears and no shifting, so it's simple to ride, reaches speeds up to 55 miles per hour, travels 45 miles on a charge and takes just over three hours to re-charge. "We want to make it as accessible and as approachable as possible," says Farris.



Selling at Best Buy instead of a motorcycle outlet was founder Craig Bramscher's idea. Looking at the Enertia without its wheels and torque, it looked just like consumer electronics to him, so Best Buy seemed like a perfect match. The Enertia Standard motorcycle will feature an aluminum chassis, injection molded plastic body panels and fenders, plus a durable vinyl seat for \$11,995, with a 12 months warranty and 10% tax credit for electric plug-in vehicles. Bramscher says they're also working on getting an additional 10% in some states, like New Jersey.

After my ride, some camera guys from CNET approached me to do an interview asking me to compare the Enertia to a regular motorcycle. I talked about the ride around Tribeca and my trying to top out on the West Side Highway. To sum it up, here's what I told them: Besides it not smelling, feeling, or sounding much like your everyday motorcycle, I also found it to be very easy. In fact, it was one of the easiest rides I've ever had in my life--it was just like riding a bike, well, almost.